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AMERICAN NURSERYMAN

NOV 23 1918 U.S. DEPT OF AGRICULTURE

The National Journal Of Commercial Horticulture



Circulating Throughout the United States, Canada and Abroad, Featuring Commercial Horticulture in all its Phases of Nursery Stock, Orchard, Landscape Planting, Distribution. Published Semi-Monthly by American Fruits Publishing Company, Inc.



Vol. XXVIII

ROCHESTER, N. Y., NOVEMBER 15, 1918

No. 10

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NUMBER OF EDITIONS HAS BEEN DOUBLED

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TWENTY-FOUR TIMES A YEAR

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AMERICAN NURSERYMAN---November 15, 1918

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

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RALPH T. OLCOTT
Editor and Manager

AMERICAN FRUITS PUBLISHING COMPANY, INC. 39 State Street, Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

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This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

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Service means doing something—doing it right—and
even better.

Service is whatever is "plus"; it's the good-measure
—the over-flow—the thirteener in the dozen.

It's getting all you buy—and then some.

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every order sent us—except some car-load orders—THE
DAY AFTER RECEIPT: NONE LATER. That's
SERVICE.

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facturing of any kind, no industries drafting local labor.
We can get all the extra help we require. Most of our
people live on the nursery; they are right here all the
time.

Maybe when our business is older and better-known
and bigger and when we have much more to do, we
may not be able to fill all orders so promptly. We'll
handle that problem when we get to it. We are talking
now about what we are doing NOW.

Our Goods—Prices—Service offer a combination in
Value that YOU should investigate.

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Princeton Products and Princeton Policy
Both for the Nurserymen

PRINCETON, NEW JERSEY

November fifteenth

American Nurseryman

The National Journal Of Commercial Horticulture

Entered September 1, 1916, at Rochester, N. Y. Post Office as second-class mail matter

Vol XXVIII

ROCHESTER N. Y., NOVEMBER 15, 1918

No. 10

Returning Peace Finds Nurserymen Working Fast

To Fill a Surprising Amount of Orders--Fruit Stock Practically Cleaned Up--Surpluses In Ornamentals Reduced To Shortages--Heavy Demand for Rose Bushes and Shade Trees--Lively Sales of Small Fruits--Prices Fifty Per Cent. Higher and Going Up--Business Getting Upon a Cash Basis--Prospect of a Lively Spring Trade.

SPECIAL SEASONAL REPORTS TO THE AMERICAN NURSERYMAN

Seedling Demand Brisk: Prices High Editor American Nurseryman:

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Seedling stocks are in excellent condition this season owing to the late rains and late growing season.

Apple seed is scarce for next year's planting and price for stocks will rule high for a year or two at least.

F. W. WATSON & CO.

Topeka, Kansas.

Sounds Like Old Times and Better!

Editor American Nurseryman:

As to the outlook for business this season, would say that we feel very optimistic. Like most other nurserymen all over the country, we have been working under a good many handicaps, the worst being the serious shortage of labor; but we find the demand for nearly all lines of nursery stock exceptionally good, and some lines we think are going to be practically out of the market before the season is very far advanced. There seems to be an especial shortage upon most kinds of fruit trees, and in ornamental stock, we have never known such an extraordinarily strong demand at such high prices for field-grown rose bushes. In ornamental shrubbery and trees, there is, for the most part, a good demand, and we think there will be a satisfactory clean-up by the time business is over next spring.

Perennials also seem to be selling very readily. We thought six weeks ago that we had a big over supply of perennial Phlox, but since then we have sold all of what we would regard as "surplus" and have bought several thousand from other growers to eke out our supplies. Ampelopsis Veitchii and Clematis Paniculata appear to be unusually scarce and in strong demand.

The business, which we have booked up to the present time, is a few thousand dollars behind what we had booked at the same period last year—and last year was the biggest year we had ever had—but this is readily accounted for by the fact, on account of draft inroads in our office and sales organization, we have not been able to keep our usual travelling representatives on the road. We are getting shaped up so as to remedy this very shortly, however, and we haven't the slightest doubt that long before

winter is far advanced, our sales will be fully up to or ahead of last season.

Excepting the above mentioned handicap of labor shortage, and some little uncertainty in transportation conditions, we can't see anything for nurserymen or florists to feel blue about, and we think there is something besides "the times" that must be wrong with any establishment that is not doing a pretty satisfactory business. There never was as much money in circulation, or in such free circulation, as there is at the present time.

JACKSON & PERKINS COMPANY.

By G. C. Perkins, Sec. and Treas.

Newark, N. Y.

Nov. 8, 1918.

Brisk Demand: Large Shade Trees

Editor American Nurseryman:

There has been a brisk demand for peach and apple trees; in fact, practically all fruit trees. The trade is still active.

There was a fair demand for evergreens early in the season. Large shade trees are being inquired for at this time. We have about all the business that we can take care of at the present time.

I believe the nursery business is getting on a better basis for paying cash, and it will be brought about where business can be done more on a cash basis than it has been in the past.

I think if every nurseryman would start in with a view of putting the nursery business on a cash basis, we can accomplish it within a year, or two and it will be far better for every one concerned.

HARRISONS' NURSERIES.

Berlin, Md.

Orlando Harrison.

Nov. 8, 1918.

Fruit Tree Demand Exceeds Supply

Editor American Nurseryman:

We have had more than we could comfortably handle this fall, especially with the shortage of help.

The demand for all kinds of fruit trees exceeds the supply, and prices are on the up-grade. There seems to be no surplus in fruits of any kind.

The demand for roses has been excellent and no surplus is expected.

While the ornamental trade has not been as brisk as usual, we look for a much larger demand in the spring, particularly if the war should stop and release men for garden work.

W. & T. SMITH COMPANY.

Geneva, N. Y.

Nov. 7, 1918.

Lively Sales at Painesville

Editor American Nurseryman:

While we have not shipped near the amount of stock that we used to in the old days, have had all the trade that we could handle, with the limited amount of labor we are able to secure. Have had to turn down some good orders for shade trees, which it was impossible for us to dig.

The fruit tree and small fruit business has been exceptionally good, and if other nurserymen's stock compares with ours, there will be a big shortage in many of the leading varieties for next spring.

To our surprise there has been a very good demand for most of the leading kinds of ornamentals, a much larger demand than we anticipated.

Of course, there has been a tremendous shortage in imported stocks, and this in connection with the poor growing season leads us to think that there will be a shortage of nursery stock in the U. S. for the next few seasons.

THE STORRS & HARRISON CO.

Painesville, O.

Nov. 8, 1918.

Ornamental Lines Affected

Editor American Nurseryman:

Our business is in ornamental nursery stock and on account of the scarcity of labor and consequent high wages little is being done in the way of ornamental planting, and our business has fallen off sixty per cent at least from what we naturally should be doing. I think this pertains to all the nurseries in New England unless it be that of C. R. Burr whose business is largely fruits. I understand that his business is good. There is a scarcity of fruit stocks in the country.

I anticipate that as soon as the war is over there will be a demand for everything we have in the way of ornamentals, but not until the war is over.

THE BAY STATE NURSERIES.

N. Abington, Mass.

W. H. Wyman, Prop.

Nov. 7, 1918.

Trade Extra Good In Texas

Editor American Nurseryman:

Recent general rains have stimulated fall planting so that trade is better this fall than for several seasons past.

We are handicapped on account of lack of trained and untrained labor. All our old stand-bys are in the army or else went to other places where extremely high wages

(Continued on page 150)

Cultural Topics

Improving Fruit Tree Stocks In England

Readers of the *American Nurseryman* have been advised of the fact at least, that at Malling, Kent county, England, important experiments have been under way with Paradise stocks, and some brief reference has been made to results. Pursuant to announcement there was an interesting conference October 9th at the well-known Southeastern Agricultural College, Wye, Kent county. The twenty-five fruit tree growers present included practically every firm of importance in England and Wales. The Horticultural Advertiser gives a summary of the purposes and the results of the conference, from which we quote:

There are in cultivation some dozen or twenty so-called "Paradise" stocks, the use of which is intended to induce an early-bearing fruitful habit. These vary from the "Nonsuch," which is almost as robust as the crab or "free" stock, to the "French," which restricts growth to such an extent as to reduce the trees worked on it to the level of toys of little practical value. No proper system of nomenclature existed for these stocks, in fact, the confusion in names was so great, that a buyer had not the smallest security when ordering that he would get the particular variety he was after. Nearly all the stocks received at Malling were wrongly named, and all of them more or less mixed. Some had four or five sorts included under one name, and differing widely in character. Also, there was no general consensus of opinion as to the merits of the various stocks, though, of course, two or three leading specialists had, as the result of many years' experiments, settled upon certain sorts as the most suitable for their purpose. The directors of the College set themselves the task of resolving order out of chaos, and putting the whole matter on a clear and scientific basis.

The weather on the occasion of the conference was very bad. The company waded about the grounds in sludge to the ankles and under mackintoshes and umbrellas. Led by Mr. Hatton, the company inspected the grounds where rows of stocks had been planted for stools in the proper nursery style. These had all been most carefully selected and were absolutely true to type. One stool in each row had had the soil removed, so that it was easy to see which sorts rooted freely or the reverse. One could thus see at a glance the character of the growth, foliage and rooting abilities. Further on was a flat of maiden apples, in which a couple of rows of each stock had been worked with two or three standard varieties, such as Lane's, Worcester, and Bramley. Here careful notes were made as to which had "taken" the best, and comparative length and strength of growth noted.

The inspection of some flats of Plum stocks and a number of varieties of Quince, was rather hurried over; partly on account of the wet, and partly because the trials of these stocks are not so far advanced as those of the Paradise.

After reaching the welcome shelter of the laboratory, and informal and very welcome lunch, provided by our kind hosts, was discussed, and was followed by a conference.

Mr. Hatton opened the ball with a welcome to those present, and introduced Captain Wellington, of the Food Production Department.

Captain Wellington spoke of the importance of fruit culture to food production; the difficulties of the present situation, with men gone, stocks of trees depleted, etc. etc. He said that the Government was now fully alive to the importance of the subject and was removing restrictions on fruit tree planting, and willing to do all in its power to assist the growers of trees and fruits. He drew attention to the value of the work being done by the College, and pointed out the great need of improvement as regards fruit tree stocks. At the present time almost every sample they received was hopelessly mixed, often with French and other bad types, so that no uniform results could be relied upon. He urged that British nurserymen must cease to rely upon stocks procured from abroad, but must first settle which stocks were most suited to soil and climate, then grow their own requirements and avoid the present losses through mixtures. He mentioned that the Department was warning the public against planting neglected, hide-bound trees, however cheap.

Mr. Hatton followed, saying that the conference was the outcome of a large correspondence with nurserymen on the subject of stocks. He mentioned incidentally that if it were necessary to increase stocks as quickly as possible, several types of Paradise (notably Broadleaf and Nonsuch) would root almost as freely from cuttings as from layers, and this was, of course, the quicker method.

He said, in his opinion the first necessity was to settle upon a definite system of nomenclature, and without some agreement as to names no good work could go forward. He suggested that the names of a few well-marked types should be settled, and that those of little importance should be left under numbers for the present.

A general, but on the whole, very business-like discussion followed. Mr. E. Bunyard gave a short resume of his own work on the stocks under discussion, which was confirmed by Mr. Rivers. Mr. Seabrook gave his opinion that the Doucin was the most generally useful of all the various Paradise stocks; it did not make so much fibrous root as the Broadleafed English, but the trees anchored well, were fruitful and long-lived. Mr. A. Pearson said that his father and the late Thos. Rivers collected all the Paradise stocks they could procure, and the collection existed at Chilwell up to about 1900. He had himself grown the yellow-barked variety, which Mr. Bunyard now states is "malus pumila," for a number of years, but had discarded it as it could only be worked by grafting. He agreed with Mr. Seabrook that the Doucin was the best all-round stock for apples in existence.

Mr. Laxton proposed that those firms which could guarantee the stock upon which their trees were worked, should do so. Captain Wellington supported this, and thought that firms able to guarantee their stocks were entitled to make some extra charge for their trees on that account. Mr. Maxie, a director of the College, said that growers of stocks should follow the lines of breeders of high-class animals, and have their stocks inspected and registered. Mr. Hatton said they would be willing to send out experts to rogue stools for growers and give certificates of purity, and promise to make arrangements with this object for a definite

fee and traveling expense of their expert. Some discussion took place on the use of Northern Spy as a blight-proof stock, in which Messrs. Pearson, Bunyard and others joined, the general opinion being that it was no good in our climate.

As an outcome of the discussion, the following names were agreed upon:

No. 1, Broad-leaved English.—This is a strong-growing stock, making a profusion of fibrous roots and is the prime favorite with a considerable number of growers.

No. 6, Nonsuch.—A very robust, large-leaved form. Trees worked on this make almost as strong a growth as upon the free stock. Useful for some very free fruiterers which do not make sufficient growth upon the other stocks. Keeps growing very late in season and therefore more suitable for South than North.

No. 2, Doucin (or English).—This is widely known as "English," but the first name is undoubtedly correct. Makes rather ugly roots on strong soils, but considered by many experts to be the best Paradise stock in existence.

No. 3, Holly-leaf.—A form largely employed by Dutch growers.

No. 4, Yellow.—The "malus pumila" of old authors; one of the oldest known forms. A useful stock still employed by a number of growers. It makes a profusion of fibrous roots, but has the drawback that it will not take the bud, and must therefore be grafted.

No. 5, Doucin Ameliorée.—A selection from the Doucin, with rather more slender shoots than the type; largely used by French growers.

No. 8, French.—Too small in growth to be of practical use. Dies out in a dozen to twenty years and is no doubt responsible for the bad reputation the Paradise stock enjoys with many fruit growers.

No. 9, Jaune de Metz.—Has a yellow tint on the bark. Of no particular merit.

Mr. Todman raised the point that in dry soils it is better to plant stools in trenches, like celery, because the shoots root more freely in this way.

A point of great importance, though not yet fully worked out, is the provision of a standard stock for growing orchard trees. The free-stock at present in use (raised from Cider Apples), of course, varies immensely, and is by no means perfect.

Mr. Hatton has one or two stocks under trial, which he thinks may work a revolution in this respect.

New Method of Tagging Trees—Linen cloth is now being used in some of the experimental work of the United States Department of Agriculture in tagging trees and has been found to be very successful. Writing on wooden tags, which was formerly used, some becomes illegible, while copper tags are not only expensive, but are not large enough for sufficient data. The linen tags are first soaked several days in water to remove the sizings and then dried and smoothed with a hot flat iron. Data is written with India ink using a round-pointed pen. The ink soaks in but does not run. Such tags will last a year or longer. When they are to be used for longer periods or under conditions where the tags come in contact with the ground, they are coated with paraffin after labeling. One method is to dip them in a mixture of gasoline and paraffin (proportion 1 quart of gasoline to one-half pound paraffin). The gasoline evaporates leaving a film of paraffin. If the tags become coated with mud they can easily be washed and the ink shows up clearly. Such tags may be used in a variety of ways, for when treated in this manner they last exceptionally well.

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" White	12-18	10.00	
"	18-25	15.00	
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"	18-24	12.00	
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Drafts on New York, or postal orders, instead of checks, are requested.

ROCHESTER, N. Y., NOV. 15, 1918

An America Fruitful and Beautiful

BUSINESS

An unprecedented degree of the power of industry has, because of a people's passion for victory, been willingly given up to those in authority over us. Yet business lives. The government desires it to live. The government calls upon it to preserve, to strengthen its own organizations. The government urges it, not only to make its voice heard now, but to take serious counsel regarding the future.

This work has begun. Parliaments of business are gathering daily at Washington. Upon the calendar of their deliberations is written: First, how can we help win the war? Secondly, what is our program, once the day of victory has come—Harry A. Wheeler in the Nation's Business for August.

Co-operation, not Competition

A BILLION DOLLAR INDUSTRY

THE horticultural interests of the United States comprise one of the basic industries of the country. The approximate commercial value of the product derived therefrom is fully \$1,000,000,000 annually, according to the estimate of the National Congress of Horticulture, the organization of which was brought about through the persistent efforts of the "American Nurseryman." The welfare of the whole people of the United States depends largely upon the fostering and developing of these interests.

Scientific, systematic, practical, effective and adequate endeavor to promote this industry starts in the nurseries of the country which represent an investment of \$25,000,000. The activities of orchardists and landscape planters are inseparably connected with those of nurserymen and are recorded in close association in this publication.

The "American Nurseryman" represents in the highest degree every worthy movement for the development of this great field and has earned its title of **THE NATIONAL JOURNAL OF COMMERCIAL HORTICULTURE**.

PUT BUSINESS ON CASH BASIS

A pertinent observation is that by Orlando Harrison, Berlin, Md., in this issue, regarding business on a cash basis. He sees indication that the nursery industry is getting into better shape in this matter and expresses the belief that if nurserymen would take up this matter in earnest the thing could be accomplished within a year or two.

Is not this a subject well worth very special attention? Living prices and the money in hand! Prices have been advanced 50 per cent to a considerable extent; it is probable that with regard to many items in another year prices will be doubled what they were last year.

Why be satisfied with half the proposition? Eliminate long term payments and let us proceed, as Burke said.

IMPORTANCE OF THE SALESMAN

M. R. Cashman of the Clinton Falls Nursery Company, is one of the chief advocates in the trade of the importance of the nursery salesman. Indeed, we think he stands at the head in this advocacy. We commend to the attention of every progressive nurseryman his remarkably clear exposition in another column of this issue of conditions the truth of which must have forced itself upon thinking men in the trade. Catalogue men may not be inclined wholly to agree with him, but it is a fact that notwithstanding the success of Montgomery, Ward & Co., and Sears-Roebuck Company, big merchandising of the country generally has been built up and maintained by the use of the middleman. There is a strong point in Mr. Cashman's argument that the cost of advertising and catalogue production and distribution aggregates more than the cost of doing business through agents.

Whatever may be the present opinion of the reader we suggest the advisability of a careful perusal of Mr. Cashman's statements. He is usually well-informed, as many of our readers know. What he says of the history of the nursery business during the last two decades deserves special thought. Constantly we hear expression of opinion that something is radically wrong with some of the long-standing nursery trade methods. It is possible that Mr. Cashman has cited one of the chief of these. If so, a blanket expression of thanks to him may be made through our columns.

That is a significant statement—that since the greater part of the stock grown by the big wholesalers is disposed of through the salesmen of the retailers, the growing of nursery stock on a large scale would have to be discontinued if the traveling salesmen were eliminated.

Mr. Cashman argues right down to the consumer's pocket when he declares that if through an agency system a nursery concern is enabled to prosper, it is in a position to give better service by handling better stock, installing better equipment and applying improved methods in every department of the business.

Here is the case for the agency system. If any of our readers hold a brief for the catalogue business, we shall be pleased to present it.

IS THIS THE CUSTOM?

The Princeton Nurseries, Princeton, N. J., advertises in a Princeton newspaper that it cannot supply nursery stock at retail but that if any Princeton resident wishes to improve his grounds with products of the Princeton Nurseries the address of a

retailer handling those products will be supplied upon application.

Is this the custom generally among wholesalers of nursery stock?

BUSINESS PRECISION

Burwell S. Cutler, chief of the U. S. Bureau of Foreign and Domestic Commerce recently remarked that the war has taught producers and dealers the necessity of scientific precision. "Under the supervision of the best scientific managers to be found in industrial and mercantile life" he said, "every process of production and distribution has been carefully measured until a nearly ideal attainment is established as a standard for all to follow. The need was desperate and the regeneration has been thorough. It may be said that the ground of procedure has been exact data ascertained by thorough study and experimentation. This habit of basing all operations on sound and accurate information may be expected to survive after the war in the factories and storehouses of Europe. We in the United States must adopt the same attitude of scientific precision and should, as business men, avoid the excess cost of business conducted on inspiration as compared with business based on industrial and trade data."

Applying these observations to the conditions in the nursery industry, we are constrained to remark that too often when an attempt is made to arrive at some sort of scientific precision the matter is received with marked indifference by the trade generally. At the last convention of the American Association of Nurserymen the excellent work of the committee on nomenclature was reported somewhat in detail and for the time elicited a degree of interest in the rank and file. We wonder how many nurserymen are taking pains to observe the recommendations by that committee. Some are, we know.

At that convention Alvin E. Nelson presented in an exceptionally clear manner practical suggestions regarding a cost system. Arthur H. Hill and one other member evinced marked interest as was shown by their discussion, and M. R. Cashman proposed committee work to get at some of the facts. And that was all there was of it. Yet these are steps toward business precision. Is anyone else interested?

RELIABLE PROPAGATORS

There is a shortage of stock in Texas; due, it is said, partly to curtailed production and partly to a shortage of reliable propagators.

Curtailed production may be due to scarcity of labor which at times is an insurmountable obstacle; but "shortage of reliable propagators" is a condition which can and ought to be speedily remedied.

There are students of good nursery practice in the trade which are developing nursery concerns whose principles of operation encompass reliable propagating. We have long thought there was room for more of them.

The nursery trade is one of the few trades in which such increase in prices as has been brought about recently will not have reason for reduction due to restoration of peace times; for, unlike most other industries, the nursery business was in a bad way long before the war in regard to making the returns meet the outlay. It is to be hoped that in the new era the nursery business can be put upon a paying basis and kept there.

Say you saw it in **AMERICAN NURSERYMAN**

CULTURAL WORK ABROAD

An insight into what British nurserymen are doing to standardize their fruit tree stocks is given in this issue. Questions of nomenclature and adaptability were discussed by leading fruit tree growers of England and Wales at a well-known experiment station not far from London. The subject ought to be of particular interest at this time in America. Some of the evils which needed correction were cited at the conference, showing necessity for the action taken.

It is interesting to note that Captain Wellington of the Food Production Department of the British Government was present and that he told the nurserymen that the Government is now fully alive to the importance of the subject and is removing restrictions on fruit tree planting and willing to do all in its power to assist the growers of trees and fruits. He fully concurred in the endeavor to improve fruit tree stocks.

The application of the proceedings of this conference to conditions in America is direct, as will be seen by Captain Wellington's statement: **At the present time almost every sample received was hopelessly mixed, often with French and other bad types, so that no uniform results could be relied upon.** He urged that British nurserymen must cease to rely upon stocks procured from abroad, but must first settle which stocks were most suited to soil and climate, then grow their own requirements.

Definite results of the conference included an agreement as to nomenclature of stock. Our readers are urged to study the subject as thus presented. We shall be glad to entertain discussion of needs in this country corresponding to the British situation.

PRICE CUTTING STOPPED?

One of the many bits of good news in the trade this fall is the following:

Editor *American Nurseryman*:

Prices have been very satisfactory, and will stay just where they are, especially on Apple, Peach, Pear, Plum and Cherry.

Wholesale prices are now more uniform than ever, and price cutting (or throat cutting a better name) seems to be a thing of the past.

Nursery stock should bring what it is worth, and that means a good stiff percentage over and above the cost of production, but unfortunately but few of us, if any, really do know what a tree does cost us to grow. This seems strange, but it is a fact nevertheless, and to keep a record of the expenses of each block from the time it is started until it is finally cleaned up would be "some" expensive job, but that is the only way to determine the cost.

FRANKLIN DAVIS NURSERIES.

Baltimore, Md.

"An interesting phase of world trade for this country when our merchant marine is in operation will be the new insurance against hard times. I do not believe that we will ever again have money panics—the Federal Reserve system has stopped them. It has prevented several panics since the European war began. But there is always the possibility of depression due to decreased demand for our factory goods. That sort of hard times came to us here at home through reduced crop yields and other causes."—Edward N. Hurley, Chairman U. S. Shipping Board.

When writing to advertisers just mention *American Nurseryman*.

PROGRESS

Peace!

Strong demand for stock.

Ornamentals selling rapidly.

Surpluses reduced to shortages.

Fruit stock practically cleaned up.

Unusual demand for rose bushes.

Shade tree orders exceed ability to fill.

Heavy demand for fruit tree seedlings.

Lively sales of small fruits plants.

Prices fifty per cent higher and going up.

Business is getting upon a cash basis.

"Shipping more trees than ever before."

"Sales ahead of last season's, our best."

"Never so much money in free circulation."

"Every indication for a lively spring trade."

In all the years since the *American Nurseryman* originated the idea of special trade reports, there have not been more welcome returns than have characterized this season's reports.

The summary above tells the story. It ought to be enough encouragement to quell any fears about the immediate future. So long as demand is brisk in any line of business ways can be found for meeting it. And that makes business.

Labor questions ought to ease up materially and if wages are higher prices must still be adjusted to provide therefor.

With every promise that the public wants what the nurseryman produces or handles—both in fruit and ornamental stock—is there any longer an argument in favor of letting well enough alone and neglecting to set the house in order along the several lines touched upon in and out of annual national conferences within the trade? These are stirring times.

The slogan of the *American Nurseryman* is: "Progress." This is the opposite of that other slogan: "Laissez-faire—there is no need for organization; we have gotten along for forty years, why change?"

These two slogans are on record. They were adopted and shouted four years ago. One of them has been growing stronger and stronger—with attendant results. And the end is not yet.

Is not the time ripe for a general resolution to advance now in solid formation under the banner marked "Progress," forever discountenancing the other slogan?

Henry Penn, one of the heaviest advertisers in the florist trade and chairman of the committee on publicity of the Society of American Florists, sagely remarks: "As a boy I learnt early in life that success in business can only be brought about by doing things just a little better than your neighbor and then letting the public know it."

"Advertising when done well is cumulative in its effects, it piles up year after year. If you continue to conduct your business on sound principles you will continue to reap returns from your advertising. No matter what you do you will not be able to stop business from rolling into your doors."—Herman T. Knoble, Cleveland, O.

See you saw it in *AMERICAN NURSERYMAN*.

AMATEURS MAY KNOW SOMETHING

Horticulturists, like doctors, often differ in matter of opinion. The stand taken by Charles L. Edwards, of Texas, on the importance of selection in the case of both scion and stock, has been challenged from time to time. Recently he said: "To insist that a seedling stock may influence the future habit of bud or graft, or that sharp varieties may result from double-working a bearing tree, seems heresy at first blush. Citing the well-known instance of increasing the hardiness of the orange by working it on the more hardy citrus trifoliate, with specific examples in one's own experience that can be 'shown,' and further fortification in the same line from Professor Bailey's Nursery Book, seldom fails to soften dissenting opinion. But not all lawyers are acquainted with the statutes of their own states, nor all parsons with the Scriptures, nor all nurserymen with the Nursery Book! Amateurs may have acquaintance with all them."

Anyone who knows something of the wide range of work done in horticultural lines by Judge Edwards will class him as something more than an amateur.

A HINT TO NUT NURSERYMEN

Nurserymen who grow nut trees are given a hint by Judge Edwards in this issue regarding the ripening periods of varieties described in their catalogues. Such information would be of value to their patrons. Fruit tree nurserymen do this in describing apples, peaches, pears, etc. We agree with Judge Edwards that, since we are engaged in a constructive work of some importance, this is a progressive step that has been too long delayed.

Away Autocracy

By A. C. EASLEY, Waco, Texas

(Tune, "Dixie Land".)

Old Germany's got the Prussian rot.
All things decent are there forgot.
Hide away! hide away! hide away! Germany.
Old Kaiser Bill and Hind-end-berg
Have made Berlin the blunderberg.
Hide away! hide away! hide away! Germany.

CHORUS

We're on our way to Germany,
Hooray! hooray!
To clean her up and make her free
And set up her democracy,
Away! away! Way down and out Autocracy.
Away! away! Way down and out Autocracy.

But of Bill von Liar and Hinden von Bluff
The people now have had enuf.
Hooray! hooray! hooray! Germany.
We'll hang old Bill and Berg von Hinden
High above "dem Unter den Linden"
Hooray! hooray! hooray! Germany.

CHORUS

A STANDARD FOOD PRODUCT

Apples are a standard food product. Many persons think of apples as a tonic or relish used for dessert or as an appetizer. Apples rank in food value close to potatoes and higher than many vegetables. The best grade of ripe apples runs from 15 to 18% in food value, mainly sugar; thus in 12 cars of apples there would be something like two cars of sugar and other food constituents. If 1,500,000 bu. of apples going to waste annually in Iowa for instance, could be saved for food purposes, there would be conserved in this process some 12,000,000 lbs. of sugar and food constituents.

Special Seasonal Reports to American Nurseryman

(Continued from page 145)

were attractive. All raw labor picked up is non-dependable in that one morning several will report for work, and next morning only one or two. We are paying wages to very limit, but that does not seem to stabilize them.

With the extra good trade, stock is short; partly due to curtailed production, curtailed partly on account of shortage of reliable propagators.

THE MUNSON NURSERIES,
T. V. Munson & Son, Proprietors.
Denison, Tex. Will B. Munson, Mgr.
Nov. 9, 1918.

Shortage of Fruit Stock

Editor American Nurseryman:

I think our fall trade is about the same as it has been in previous years, but perhaps a little lighter.

The orders have been small and in long lists of varieties, which have made them very hard to handle.

I am inclined to think that in fruits there will be quite a shortage in the spring. There is no where near the stock here in the West that there has been the past few years.

SHENANDOAH NURSERIES,
Shenandoah, Ia. D. S. Lake, Pres.
Nov. 8, 1918.

Busy Season Ahead

Editor American Nurseryman:

We feel safe in predicting a very busy season for the nursery fraternity another spring, if our nation really can turn from a state of war to a state of peace and take up again the normal trend of affairs.

Our business, for the last three years, has been slowing down progressively each year and this fall's sales have shown a decided falling off.

The impulse to plant for both beautification and utility, though pent up for the past three years, has undoubtedly been growing and if the war barrier is lifted, the demand for nursery stock will probably be heavier than ever before.

THE ELM CITY NURSERY CO.,
Woodmont Nurseries, Inc.
New Haven, Conn. E. F. Coe, Pres.
Nov. 8, 1918.

A Business-Like Policy

Editor American Nurseryman:

As to the conditions with us: We have had no rain to soften the ground for six weeks, and digging is hard; too hard to run our digger except under Privet. The "Flu" and draft have reduced our help, but we are getting our orders out better than we anticipated. We are getting all the orders that we can handle with our present force, and will catch up if the weather keeps good, although we have several carloads of Privet to be shipped for winter storage.

The demand has been good for apple, peach, small fruits and especially evergreens; in fact our sales of evergreens have been the largest for years. Kieffer Pears are going also, and there seems to be a tendency to plant them again; shade trees are going a little slow and the demand is light.

We think there will be plenty of stock to go around for spring orders.

Our plantings last spring were not more than 25% of what we usually plant, and we are more than glad that we decided to cut down; the best plan is to grow about what

you can clean up and sell to advantage;—don't try to plant "Millions" of trees and advertise the "Biggest Concern" in the world, and try to secure all of the orders at a "cut-throat" price, and after it is done and said, dig up and burn 50% of the stock grown. This is not a "one-man" country; there is plenty of business for us all at a living price if we go after it and give our customers good value for their money.

We have been trying to help Uncle Sam win this war by growing wheat, sugar-corn, tomatoes and potatoes and if all accounts are true, the World War is about over. We have just put in 70 acres of wheat this fall for the boys "over there."

FRANKLIN DAVIS NURSERIES, Inc.,
Joseph Davis, General Manager.
Baltimore, Md.
Nov. 11, 1918.

Shipping More than Ever Before

Editor American Nurseryman:

We are shipping more trees than ever before.

J. VAN LINDLEY NURSERY CO.
Pomona, N. C.

Trade Normal: Outlook Fair

Editor American Nurseryman:

Trade with us has not differed materially from that of last season and the outlook, we think, fair for next season's trade.

We do not anticipate that there will be much surplus stock carried over next spring and while there seems to be a shortage now in some lines, we anticipate that when the stock is harvested and graded there will be enough to go around.

SHERMAN NURSERY CO.
Charles City, Ia. E. M. Sherman, Pres.
Nov. 8, 1918.

Small Fruit Trade Heavy

Editor American Nurseryman:

Our trade—small fruit plants, which is our specialty—has been heavier than for many years and many of our items are already exhausted. Two sons in the army and five men from the nursery in addition has cut into our labor and management to an extent that hurts, but for more than a quarter of a century we have grown and furnished our good nursery friends their small fruit plants and now is no time to lay down.

We expect to keep up our plant to usual acreage and keep the "Home Fires Burning Until the Boys Come Home."

New Carlisle, O. W. N. SCARFF.
Nov. 7, 1918.

Very Busy In Huntsville

Editor American Nurseryman:

Thus far sales with us have been good, at least up to our expectations, and we anticipate a brisk, early spring clean-up.

We are not prepared to say what general surplus or shortage there may be for we buy very little, if any, nursery stock to sell. Our offerings are of our own growing.

No doubt every nurseryman is well aware of the present peach tree shortage. The demand for fruit trees, especially peach, has been exceptionally great this season. Demand for shrubs shows some decrease.

We are having favorable weather at present for the digging and shipping of our stock.

Shortage of labor bothers us somewhat,

as, we presume, it does all other nurserymen.

In transportation matters we are faring moderately well under the circumstances. There are delays, of course, both in express and freight shipments.

We continue optimistic and can sum up our situation briefly by saying we are very busy.

HUNTSVILLE WHOLESALE NURSERIES,
Huntsville, Ala.
Nov. 13, 1918.

It Looks Good

Editor American Nurseryman:

Too busy to make much of a report, have never had so many rush orders as we are handling this season, our October shipments considerably ahead of the past several years, anything in the way of a fruit tree will be sold up slick and clean in this district, and ornamental stuff going nicely. It looks good.

CHASE NURSERY COMPANY,
Chase, Ala.
Nov. 10, 1918.

Sales Improved Noticeably

Editor American Nurseryman:

Sales have improved very noticeably since the decisive victories indicated that the close of the war was near, and they have continued to get better up to the present time. The prospects for spring are good if the many people who postponed their orders until the war was over, will now keep their word.

SWAIN NELSON & SONS CO.
Chicago, Ill.
Nov. 12, 1918.

Substitution Verdict Sustained

Three years ago the American Nurseryman directed attention to an important case of alleged illegal substitution of varieties in a sale of nursery stock by Brown Brothers Company, Rochester, N. Y., to Clarence S. Lunt, also of Rochester. When an orchard proved at bearing age to be far from representation and restitution was not made, suit was brought in June 1915 by Mr. Lunt against the nursery company and a verdict for \$700 was obtained in favor of the plaintiff. That verdict was sustained by the Appellate Division and this month the New York State Court of Appeals has sustained it. The case has attracted wide attention among fruit growers in that it has established as the law of New York state when trees fail to prove true to name the damages recoverable are the difference in value between the land with the trees as they are and the value of the land as it would have been if the trees had been as represented.

William P. Stark, formerly of Neosho, Mo., has been installed as manager of the Cottage Gardens Nurseries, in California, of which Charles W. Ward is president. This announcement will be of special interest to the many friends of Mr. Stark in the trade.

Bush Brothers Nurseries, Hugo, Okla., which specialize on post oak and hybrid grapes while handling high grade nursery stock of all kinds, take pride in announcing with every letter sent out that they are members of the Southwestern Association of Nurserymen.

Say you saw it in AMERICAN NURSERYMAN

When Do Your Pecans Ripen?

By Charles L. Edwards, Dallas, Tex.

The thirty-third degree of latitude, North, may be considered the line of the central part of the southern pecan area. To persons living in this region, who feel an interest in the nut industry, it is of some importance to know when the different varieties of pecans mature their fruitage. To us of the prairie country, this knowledge is of still greater moment; for our climate is less equable than that of the wooded country to the east of us on the same parallel. In late spring and in early fall we sometimes have temperatures that are trying to any but hardy varieties. And our fall freezes sometimes play havoc with nuts that mature late in the season although the same sorts may pull through safely in the timbered regions eastward. Those of us who stocked up with late maturing sorts in making our purchases years ago would have made different selections had we known as much then as we have since found out. It has been expensive to some of us to gain knowledge in this way.

In the hope of ascertaining what varieties were best suited to our extensive prairie region, something over twenty of the standard sorts have been put on trial. Amongst other things, a record has been kept as carefully as circumstances would permit of their times of ripening from year to year. These periods have varied in different years from a few days to as much as ten days, and occasionally longer, as the season happened to be very early or very late. So the report here given may be taken merely as an average, and for this latitude in the black-waxy soil of the prairie country.

Hitherto, the catalogues of the nut-nurserymen have not given us information as to the ripening periods of the varieties they were offering. This is not a complaint but a simple statement of fact, amounting to no more than an oversight. It is material to planters in the up-country to be informed in this behalf. Nursery stock from warmer climates sent into North Texas, Oklahoma and Arkansas frequently fails to pull through our severe winters. Again, when the trees have survived the perils of winter freezes, the fruitage of late maturing varieties is sometimes caught by fall freezes. And since the wood-growth of the tree matures along with its nuts, it is not at all infrequent that the frost or freeze which injures the nuts also injures the trees.

Beginning with early Fall, the ripening season here runs through about ten weeks. Dividing this ripening season into three periods of say, fifteen days each or a little more the first may be called Early, the second, Mid-season, and the third Late. As we have it here, varieties that mature from September 25 to October 10 may be termed early; from October 10 to October 25, mid-season, and from October 25 onward they may be designated as late. Judged in this way, such of the named varieties as have been bearing on the home grounds five years or more will now be grouped:

Early: Halbert, James, Stuart, Jerome, Rome, Oliver and Money-maker.

Mid-season: San Saba, Texas Prolific, Carman, Pabst, Van Deman, Schley, Burkett, Teche, Just and Success.

Late: Delmas, Russell, Georgia, Frottscher and Zink.

For the most part, the several varieties have ripened in the order named, but in some seasons they change places. Not infrequently three or four varieties will bunch up together and their hulls begin opening at practically the same time. Again, different

The National Association

AMERICAN ASSOCIATION OF NURSERYMEN

Organized 1875

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The American Association of Nurserymen represents the highest type of organized commercial activity in the American Nursery Industry. That industry represents a very large investment and an annual business of millions of dollars. It has an efficient organization within itself, and with its subsidiary district and state association connections it is equipped to give comprehensive practical service to its membership. That membership ought certainly to encompass every progressive nurseryman in the United States and Canada. Under the earnest and active care of the officers and executive committee listed above, and with the hearty co-operation of the many other leading nursery concerns of the country included in the membership, this national organization has planned on broad lines to develop the Nursery Industry and to advance directly the interests of the trade. Its constitution and by-laws provide for thoroughly co-operative action by the membership; its conventions annually evolve added measures for advancement and its executive committee and its paid employees are at work ad interim.

Only nurserymen who measure up to a standard set by the Association can enter its ranks—a standard which will exclude no one who is actually in the nursery business or an allied line and whose business methods

trees of the same variety will begin ripening a week to ten days apart, but such variations are by no means the rule. Indeed, they are rather exceptional.

It would be of interest to some of us in the up-country to know something of the ripening periods of the leading named varieties in other localities.

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you saw it in AMERICAN NURSERYMAN

are in line with modern requirements. For years it has been optional with a nurseryman to indorse with his membership the activities of the national trade organization. Theoretically this is still the case; but actually it has come to be the very advisable thing to belong to the national association. For the most part the larger concerns have long been members. The comparatively recent extension of advantages of membership has appealed strongly to a considerable number of the smaller concerns which maintain with avidity their connection with the organization. Under the facilities afforded by a central office and a secretary and traffic manager devoting his entire time to the work of the association greater advantages than ever should accrue to membership, and we confidently expect that a large number of nursery concerns throughout the country will in the near future apply for these advantages.

It is an honor to be a member of the American Association of Nurserymen. It is going to be increasingly so. The letter heads of a thousand nursery concerns ought to bear the legend: "Member of the American Association of Nurserymen."

If any of our readers are still without the pale, we suggest that application be made at once to the secretary or to any of the officers or committeemen named above for full information regarding membership.

A walnut grower near Elsinore, Riverside county, California, recently took a truck load of walnuts to market, for which he received a check for \$3,500.

1918 Peach Pits

We have a surplus of 100 bushels North Carolina Naturals at \$3.00 per 60 pounds, securely sacked, f.o.b. here.

H. F. HILLENMEYER & SONS
LEXINGTON, KY.

Keep NURSERY TRADE BULLETIN date in mind—15th of each month.

War's Demands Are Taking Black Walnut

As a result of cutting to meet the almost world-wide demand for gunstocks material the supply of black-walnut trees is rapidly diminishing over practically the entire range of the trees in the United States. Coupled with this warning, the Forest Service of the United States Department of Agriculture announces that the crop of walnuts is particularly heavy this year, so that there is a splendid chance to gather or buy seed for planting.

The very high lasting qualities of the wood, and the fairly rapid rate of growth of the tree, in good locations, make black walnut one of the most desirable trees to plant on the farm. Furthermore, it is admirably fitted to make unused portions of the farm productive; for small patches of rough, gullied, or other waste land, if the soil is good and not too thin or dry, are ideal planting places.

The method of planting black walnut is simple, and the return is likely to be considerable. There is probability of the timber's retaining its best value on the market. Moreover, in case it is not sold for lumber, the tree yields durable wood which may be used for posts and for wide variety of purposes about the farm. The reason it is so prized for gunstocks is because it works readily in the turning lathe, takes a high finish, and does not splinter when struck by projectiles.

Range of Walnuts

The region where walnut growing is practicable extends from southern New England west to the Central States and south to South Carolina and along the northern portions of the Gulf States to Oklahoma. The finest growth takes place in the rich coves of the lower Appalachians and over the Ohio and central Mississippi basins.

In order to succeed well, walnut requires a rather good grade of soil; so no attempt should be made to plant it on poor thin soil or on hot dry exposure. Favorable situations for rapid development are on strong limestone soils, deep alluvial soils, and stony loam soils along the margins of highlands. Since the walnut tree requires a large supply of light, it may be planted successfully on open tracts recently cleared of old growth and on recently abandoned fields. In this respect it resembles black locust.

Black locust grows faster than black walnut, but in many localities is more or less subject to serious attack by a wood-boring beetle. Black walnut, especially the wood, is comparatively free from insect attack. A leaf-eating tent caterpillar does harm sometimes to the walnut foliage, but this is not serious.

In handling the walnuts, the best procedure after gathering is to stratify them in pits over winter and then plant them next spring about the time germination begins. In eastern United States north of the Gulf States this is between March 1 and 25. Squirrels, chipmunks, and hogs are serious pests if present in number, and would more than likely succeed in making away with a majority of the nuts if they are planted in the fall. Small tracts, however, surrounded by cultivated fields, and other places where these animals are known to be scarce, might safely be planted in the early or late winter when labor is more easily secured than in the spring.

Planting is done by making a small hole with a mattock or hoe, dropping one or two nuts, and covering them with about two inches of fresh soil. A good spacing of the

holes is 8 feet apart each way, or 8 by 10 feet, which amounts, respectively, to 680 and 545 holes per acre. The number of nuts required can easily be estimated on the basis of their quality the area of ground to be treated, and the spacing.

Care should be taken not to plant under shade. However, where the trees in the woodlot are to be cut during the next year or two and are moderately open, planting might begin before the trees are cut, so as to get a start in advance of the removal of the overhead protection against early frosts and excessive drying of the soil in mid-summer.

While the best results are usually obtained by completely preparing the soil and cultivating it for a few years after planting, farm owners should be aware of the possibility of starting hundreds of young walnuts in their wood lots and elsewhere at the expense of only a little labor. This will be a good step in the process of securing useful and money-making trees on parts of the farm which would perhaps otherwise be waste land, making no return at all to its owner for its cost in care and taxes.

Further information in regard to methods of storing and planting the nuts and caring for the woodlot can be obtained from the state foresters of the various states or from the Forest Service, United States Department of Agriculture, at Washington.

NO MATTER WHAT

Periodicals you are taking you cannot afford to be without "American Nurseryman" declared by leading Nurserymen throughout the country to be beyond question the most able and valuable Nursery Trade Journal published.

Twelve and one-half cents a month by the year. Twenty-four issues a year.

"We enjoy your publication which is up to the minute in every detail."—H. F. Hillenmeyer & Sons, Lexington, Ky.

Bailey's New Standard Cyclopedia of Horticulture

On Easy Terms. Prospectus Free
American Fruit Pub. Co., Rochester, N. Y.

Say you saw it in AMERICAN NURSERYMAN

The Northern Nut Growers' Association

This association comprises among its members those most skillful in the preparation of nut trees and those most advanced in nut growing. It also comprises among its members many who are not experts and who become members for the purpose of learning. It welcomes to membership both the expert and the learner.

The proper use of nuts is not generally understood. They are usually used as a delicacy whereas they are a most concentrated food. Careful experiments have shown that they will successfully replace meat in the diet even of such animals as wolves and tigers. The food value of nuts from an acre of ground is about four times that of the beef that can be produced on the same ground, and nut growing seems destined to solve the problem of the diminishing supply of meat and the increas-

ing demand for it. Probably the most practical use of nuts is to partially replace meat rather than to replace it altogether. At the present time, when food is of such paramount importance, it is not strange that there is a steadily increasing interest in nut growing and the use of nuts as food.

Membership in the Association is \$2.00 per year which includes copy of the current annual report, or \$2.75 including, in addition, one year's subscription to the "American Nut Journal," the official journal of the Northern Nut Growers Association, and the only paper devoted exclusively to nuts and nut growing.

A brochure giving articles on nuts and nut growing, reprinted from the "American Nut Journal," will be mailed postpaid for ten cents.

Willard G. Bixby, Secretary.
46th St. and 2nd Ave., Brooklyn, N. Y.

WALNUTS IN IDAHO

Last year this journal was privileged to give its readers some account of the testing of English walnut culture in Idaho where one of our subscribers, J. F. Littooy, of Boise, is conducting experiments. At the time of his writing thirty acres of trees had been planted and the trees were doing well.

This acreage is distributed over three counties, Ada, Canyon and Gem. The last mentioned has the oldest orchard—10 acres. Most of the trees are three years old and bore a few nuts the second year after planting but of a certain variety known to be precocious. The balance of the above acreage was planted in the season of spring of 1916. These orchards contain only grafted trees of the best variety proven for quality, thinness of shell, size, production, hardiness, early bearing, freedom from disease and rapid growth.

And from these commercial plantings trees of the same kind were well distributed over the state, especially in southern Idaho, for trial planting and to supplement the planting of shade and ornamental trees. To supply all this planting it took just a car load of trees and as far as is known Boise has the distinction of distributing the first carload of grafted English walnut trees in the Northwest.

Boise has also the distinction of having trees 50 years old, almost as old as any of the hardy English walnut trees on the Pacific coast. Many trees are thriving in Boise and over southern Idaho, eastern Oregon, and eastern Washington.

We shall hope to have an account by Mr. Littooy of developments.

"We subscribed to the Market Development Fund because, seeing that other lines that advertise heavily are doing more business than the nurserymen, it made us want to be up and doing."—J. VAN LINDLEY NURSERY COMPANY.

1918 EDITION AMERICAN NURSERY TRADE DIRECTORY

Completely Revised Many Changes
\$1.00 per copy, postpaid
Advertising: \$2.00 per inch
AMERICAN FRUITS PUBG COMPANY

AMERICAN GROWN LINING OUT STOCK

The cost of importing will far exceed our price for home-grown stock. Furthermore, our plants will give you a better stand.

Deutzia Gracilis, well rooted,	-	\$25.00 per M
Deutzia Lemonei, " " "	-	25.00 per M
Hydrangea P. G. " " "	-	25.00 per M
Hydrangea Arb. Sterilis, well rooted	-	30.00 per M
Philadelphus Area, " " "	-	30.00 per M
Spirea Anthony Waterer " " "	-	25.00 per M

Write for complete list.

ONARGA NURSERY COMPANY
CULTRA BROS., Mgrs.
ONARGA, ILLINOIS

SOMETHING YOU NEED

A large stock
In all sizes

We have

Well grown
Priced right

CALIFORNIA PRIVET
NORWAY SPRUCE
CONCORD GRAPE
SILVER MAPLE
SUGAR MAPLE
SYCAMORE
RED BUD
DOGWOOD
CYPRESS
LARCH
ASH
ELM
IRIS

SPIREA VAN HOUTTEI
COMMON SNOWBALL
COTONEASTER
FORSYTHIAS
BARBERIES
WEIGELIAS
TAMARAX
MAHONIAS
SYRINGAS
ARALIA
SUMAC
LILAC
PEONIES

and our usual supply of similar stock found in a complete nursery.

H. F. HILLENMEYER & SONS
LEXINGTON, KY.
"In the Land of the Blue Grass."

Peach Pits

New crop is offered, subject to supply, at \$3 per bushel of 50 pounds, sacked f.o.b. cars shipping point. We suggest that you lay in a supply for planting next fall.

J. Van Lindley Nursery Co.,
POMONA, N. C.

Subscribers to the Market Development Fund.

Bees' Welsh-Grown Roses

The necessity for reducing output of roses, etc., in order to increase National Food Production, renders it impracticable and unnecessary to advertise as largely as usual.

Regular buyers have had a printed offer sent to them. There are a few copies still available for applicants.

Please let us have your orders and applications early, so that we may have ample time to give you prompt delivery.

Thank you.

BEES, Ltd.

175-181 Mill St., LIVERPOOL, ENG.

Cherry Trees

We offer for sale our usual supply of first-class one year, two and three year

CHERRIES

Can furnish some extra heavy trees for landscape work Both Mahaleb and Mazzard roots.

Send us a list of your wants

H. M. SIMPSON & SONS

Vincennes,

Indiana

PEONIES FOR PROFIT

The demand is increasing for both plants and cut flowers. To get your share you must have the Peonies. Prepare now. Book your order and be assured of your supply.

SARCOXIE NURSERIES
PEONY FIELDS
WILD BROS. NURSERY CO.
SARCOXIE, MO.

When writing to advertisers just mention American Nurseryman.

AMERICAN business men do not realize the value which trade journals and technical magazines may be to them in increasing efficiency of their factories and in giving them a broad and comprehensive view of their business. Our foreign competitors read almost every article published upon their business with great care and thoroughness. Many of them have duplicate copies of their favorite trade paper sent to their homes so that they may read them away from their business without being disturbed. Many foreign manufacturers contribute articles to these journals on phases of the business with which they are most familiar. Such articles are bound to be helpful and have a constructive effect.

"Our trade journals and technical papers are the best in the world and they should be encouraged and supported by our business men. Copies should be placed where employees can see them and they should be urged to read and study them. These papers are preaching the gospel of sound business on practical lines and are helpful not only to business but to the country as a whole. If the suggestions made by them in the past had been followed by our business men it would not be necessary at this time to point out some of the fundamental weaknesses in American business."—Edward N. Hurley, Chairman U. S. Shipping Board.

EVERBEARING STRAWBERRY PLANTS

If you need Everbearing strawberry plants to fill spring orders or wish to increase your planting in nurseries, we can supply you with genuine PROGRESSIVE Everbearing plants, guaranteed to be TRUE TO NAME and handled so as to reach you in best of growing condition. Write for prices.

We have been growing and breeding the Everbearing strawberries for the past eight years and have many new varieties in our experimental grounds not yet for sale. We invite a personal visit to our grounds during fruiting season, preferably during August or September. The latch string is always out. **THE GARDNER NURSERY COMPANY.**

Drawer 102, Osage, Iowa

When writing to advertisers just mention American Nurseryman.

E. P. BERNARDIN Parsons Wholesale Nurseries

Parsons, Kansas

ESTABLISHED 1870

Early Harvest & Kenoyer B. B. Fine room grown plants in quantity.

Peach and Jap Plums. For those wanting fine stock for retail trade.

Compass Cherry. Large supply of one year trees.

Shade Trees. Fine assortment, all sizes. Price right.

Fine Blocks. Ornamental Shrubs and Evergreens grown especially for Landscape work.

EVERGREENS

ARBOR VITAE
JUNIPER
RETINOSPORA
PINES
SPRUCE
TAXUS
KALMIAS
RHODODENDRONS

Choice lot frequently transplanted
W. B. COLE

Painesville, Ohio

LEVAVASSEUR & FILS

Levy and Orleans France

HEADQUARTERS FOR

FRUIT & ORNAMENTAL STOCKS

Sole American Agents:

AUGUST ROLKER & SONS

51 Barclay Street, NEW YORK or P. O. Box 752

Strawberries

Summer and Fall Bearing
Headquarters for Strawberry and Fruit Plants of all kinds. Raspberries, Blackberries, Currants, Gooseberries, Grapes, Fruit Trees, Roses, Shrubs, Eggs for Hatching, Crates, Baskets. Catalog free.
L.J. Farmer, Pelacki, N.Y.

LABELS FOR NURSERYMEN
THE BENJAMIN CHASE CO.,
DERRY, N. H.

The Salesman the Life of the Nursery Business

In the course of a communication to the editor of an agricultural paper which was reported to have published an item to the effect that purchasing nursery stock from an agent seemed like donating to him about half the amounts purchased and declaring that "the less middlemen we have the less our buying will cost us," M. R. Cashman, vice-president of the Clinton Falls Nursery Company, Owatonna, Minn., one of the largest employers of nursery salesmen in the country, said:

The writer would like to know how you can expect advertising space from a firm like ours who do 88% of our business through traveling salesmen. We enclose herewith a clipping copied from your paper which indicates your attitude towards nursery companies doing business through agents.

Perhaps you are not aware of the fact, but for your information the writer feels fully competent to assert that with the agency forces eliminated 85% of the nursery business now being done throughout the northern and central states would be destroyed. Almost without exception every successful nursery company doing business north of the Mason and Dixon line are carrying on their business through traveling salesmen.

Review of nursery history during the past twenty years will reveal the fact that nursery stock sold through catalog quotation has resulted in a complete financial failure to the promoter. The only instances where a nursery business has shown any profit is where it has been handled in connection with the seed business, or some other business that can be charged the greater part of the expense of publicity.

It is true we have hundreds of catalog men who get out an annual pamphlet advertising cheap trees, and who devote considerable money towards space in the farm papers, but how many of these are responsible growers, or have made a success of the business. I am sure that an investigation will reveal the fact that the majority of them are small fruit growers, and whatever stock they handle they job from leftovers, or discarded stock from the big growers.

You will further find by corresponding with the big growers of the country who do almost entirely a wholesale business that the greater part of their stock goes to retail concerns who do business through traveling salesmen, and they will also tell you that if the traveling salesmen are eliminated they would have to discontinue growing nursery stock on a large scale.

Now in regard to your statement that it costs considerable more to buy nursery stock through an agent and that by sending direct this could be saved, I will say that it cannot be disputed that it costs money to sell goods through a second or third party, but if you will look around you will find that all the big merchandising is done through these very same channels, and to the middleman can be attributed the wonderful development of American trade, and most important, the stabilizing of the American market.

Your publication rightfully claims that the display advertisement which has the strongest punch to it, and which uses selling arguments that mean orders is the most profitable to the advertisers. I agree with you that this is true, but we have found that a personal interview where the sales-

man handles goods that the farmer can get along without and does not often feel inclined to purchase, is more effective than a personal letter or an advertisement in a strong paper.

It is true it costs money to hire a good salesman, but it also costs big money to advertise, not only this but the company who advertises must have a strong catalog to follow up with, and all of this costs money.

We find by comparison with companies who have undertaken to do business through catalog and newspaper advertising that our cost of selling is much lower than theirs, so there is no argument in the claim that it is cheaper to sell through catalog.

You might reply that the catalog men offer trees cheaper than the agency man. This is again true, but when it cannot be shown that the catalog men have ever shown a profit sufficient to build up a creditable business and install needed equipment, then that argument also disappears.

I do not blame you for boosting the catalog nursery business for that means and necessitates newspaper advertising, but I am of the opinion that if you are interested in the welfare of the public you will give particular attention towards the building up of reliable nursery business, and promote the system that is most likely to give satisfaction to the tree planter.

An unsuccessful concern cannot consistently give satisfaction to the public, so that if the catalog business has proven itself unsuccessful, than I cannot agree with you that it is possible for the public to get satisfaction from catalog concerns.

On the other hand, if through the agency system a nursery company is able to prosper, they are placed in a position to give better service by growing better stock, installing better equipment, and by applying improved methods in every department of the business.

Our company has devoted considerable energy to eliminating the irresponsible and undesirable tree salesman. We endeavor to employ competent and honorable men as our representatives, and we are extending our efforts towards developing a stable business that we can depend upon year after year.

My purpose of writing you this letter is to call your attention to the point that I believe most essential in nursery publicity, and that is not to dictate the system or method that a man in business should employ, but to undertake to improve these methods and system by eliminating the factors that tend to destroy instead of build up the business.

The United States is falling behind in the production of fruit, and the planting of trees should be stimulated, but I hardly think it fair for a big newspaper to undertake to tear down a business simply because it follows a system that does not contribute to advertising publications.

Every spring the agricultural papers of this section run dozens of small advertisements wherein are offered trees, plants and shrubs at ridiculously low prices, and one outside of the business reading these ads is apt to conclude at once that the advertiser is offering his stock for what it is worth, and that the fellow who charges more is exacting an unreasonable profit.

Now the facts are that these advertise-

ments from these small fellows cause great damage to the nursery business and create an erroneous impression regarding the value of nursery stock. The reason why these fellows sell cheap is because they have no selling organization, they have the stock on hand, and it must be sold for what they can get or thrown away. He is exactly in the same position as the junk dealer handling bankrupt stock. He puts it on the market for what he can get out of it. This does not establish any standard for the value of nursery stock, but it does go a long ways in creating the impression that the nurseryman derives unreasonable profit.

This is one of the reasons why the nursery business has not prospered, and I believe that any newspaper that prints prices from these fellows that annually bob up with cheap stuff is doing an injury, not only to the public, but to the nursery business in general.

You may not agree with me, but I am sure if you will take the trouble to interview any one of the hundreds of responsible nurserymen scattered over the northern states, you will find that I am very nearly correct.

LITERATURE

"The New Zealand Fruit Grower"—This is the title under which The Brett Publishing Company, Ltd., of Auckland, N. Z., intend issuing a new monthly journal. It will be devoted to the special interests of the fruit grower, the nurserymen, the bee keepers and the utility poultrymen. The annual subscription will be 6/- per year within the Dominion of New Zealand. The editor will be Mr. A. B. Webber, a gentleman with considerable horticultural as well as literary experience. The paper will be illustrated and will include several novel and interesting features. The first issue will be one of 15,000 copies and will be published on October 15, 1918.

Wood, Stubbs & Co., Louisville, Ky., in their fall retail catalogue make this guaranty: "We guarantee our stock to be true to name and up to grade ordered. We endeavor to use every care in growing that our stock may transplant successfully; but after leaving our nursery in good condition, we do not guarantee that it will live nor do we replace stock which does not live. The growth of plants, shrubs and trees, after leaving the nursery, is dependent on such varied conditions that it is impossible for us to assume any responsibility after stock leaves our hands. The soil, the weather conditions, the manner of planting and future care are all responsible for the success or failure of a planting. No nurseryman can or does assume such responsibilities."

Entomology (Missouri Sta. Bul. 151 (1917), pp. 38, 39).—Brief statements of the work of the year are made by L. Haseman and K. C. Sullivan of an investigation of the insects injurious to nursery stock in the State; by A. H. Hollinger on the scale insects of Missouri; and by L. Haseman on injurious insect pests of melon and related crops, on the causes of the periodical outbreaks of insect pests, and on the annual cycle of the Hessian fly in Missouri and its control. In control work with the San Jose scale on nursery stock, hydrocyanic acid gas destroyed from 97 to 98 per cent of living scale and a miscible oil dip destroyed from 99 to 100 per cent. It is stated that 13 new species of scale insects have been found in the state during the year and 9 additional genera recorded.

Not a Single Cancellation!

An unusual record is that made by the American Nurseryman this year. Not a single subscription canceled by a nursery concern now in business!

Such general indorsement of the policy of a trade journal clearly indicates the co-operation of nurserymen throughout the country for the practical development of the industry which this journal advocates in every issue.

TO GET THE FULL BENEFIT

- 1 File every issue for future reference
- 2 Renew promptly to keep files intact
- 3 Get on the list if not a subscriber
- 4 Run advertisement throughout the year

Subscription Rate: \$1.50 per year in advance.

Three years: \$3.50 in advance

Advertising Rate: \$1.40 per column-wide inch.

Under yearly discount a business card can be kept standing in these columns to be read throughout the trade, at \$1.26 per inch per issue. Space can be varied under same 10% dis.

American Fruits Publishing Co., 39 State St., Rochester N. Y.
THE AMERICAN NURSERYMAN Semi-Monthly

THE AMERICAN Nursery Trade Bulletin

SEASONABLE WANT LISTS AND OFFERINGS IN FRUIT AND ORNAMENTAL NURSERY STOCK

Published contemporaneously with the American Nurseryman

Consult this monthly Commercial Listing
by representative Nurserymen
of the country

BULLETIN ADVERTISING RATES

Per Inch - - \$1:40
Issued monthly, about 20th

American Fruits Publishing Co.

Box 124, ROCHESTER, N. Y.

Nursery Trade Bulletin

PRIZES FOR NATIVE NUTS

BLACK WALNUTS, HICKORY NUTS, PECANS, BEECH NUTS, HAZEL NUTS, ENGLISH WALNUTS, BUTTERNUTS, AND JAPAN WALNUTS, GROWN IN THE UNITED STATES AND CANADA

The Northern Nut Growers Association is seeking to find the trees in this country which bear the best nuts, with the aim of propagating them by grafting or budding. For the purpose of getting samples of these superior nuts, it is offering the following prizes aggregating

ONE HUNDRED TWENTY DOLLARS

The prize winners must furnish one lot of scions or cuttings for experimental propagation at the request of the Association.

Owners of good nut trees will find opportunity to sell cuttings at the usual rate of five cents a foot.

Valuable nuts are named after the sender and the name goes on permanent record.

The receipt of all nuts will be acknowledged and a written opinion as to their value sent by the Secretary.

The ideal tree is one which bears plentifully nuts of large size, with a shell that cracks easily so that the unbroken halves of the kernel may be readily taken out, and whose kernel is plump, light colored, and of pleasing flavor. Ideal trees, however, are seldom found, and, in judging nuts sent, the flavor of the kernel and the ease with which it may be extracted will be considered of more importance than the size of the shell.

Send at least a dozen nuts from each tree that is to be entered and mark the tree well so that no mistake can be made.

If more than one variety is sent mark each variety by name or number.

Send the nuts by mail, carefully packed in a box or bag containing a slip with the name and address of the sender plainly written in ink.

It is well to send a letter separately describing the tree, its size, location, size of crop, and if an annual bearer—BUT SEND THE NUTS ANYWAY WITH NAME AND ADDRESS.

The contest closes December 31st, 1918.

Send the nuts and correspondence to

WILLARD G. BIXBY, Secretary Northern Nut Growers' Association,

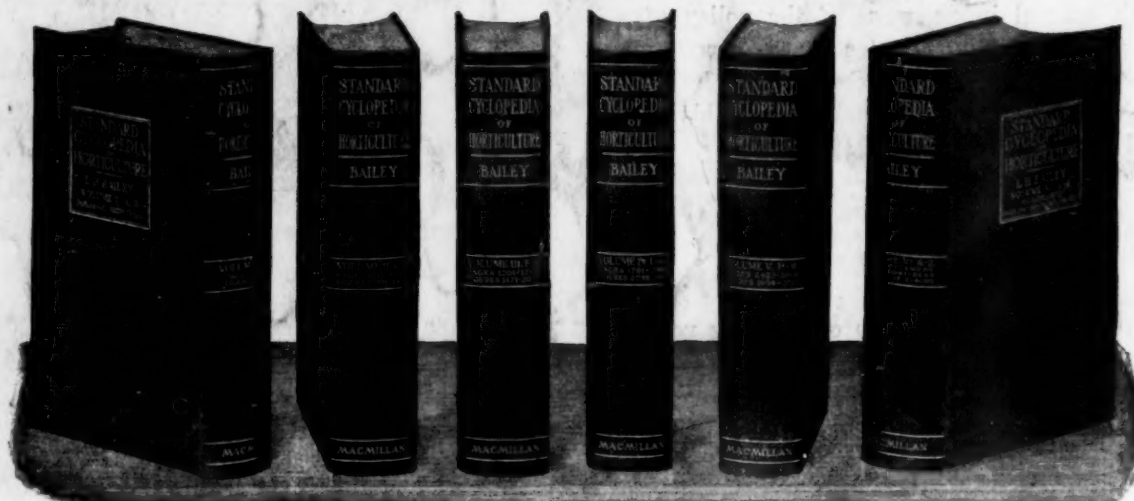
46th Street and 2nd Avenue, Brooklyn, N. Y.

There are, in addition to the above, special prizes, in case the nuts sent in are superior to those now being propagated. Information regarding these other prizes will be furnished on request. When writing state where you saw this notice.

TWO ESSENTIALS: --- Standard Nursery Trade Directory Standard Cyclopedia of Horticulture

The Standard Cyclopedia of Horticulture

BY
Dr. L. H. Bailey



WE HAVE sold to Nurserymen and Horticulturists many sets of this Monarch of Horticultural Literature. It is the standard publication of the kind and should be in the library of every progressive horticulturist. As a reference book it is unexcelled. Six volumes, large quarto; 3800 pages; 24 full page plates; 96 sepia half-tone engravings; more than 4000 text engravings; 5000 collaborators; approximately 4000 genera, 15000 species and 40,000 plant names

Write for 16-page prospectus containing description and our offer.

AMERICAN FRUITS PUBLISHING COMPANY, Inc., 39 State Street, Rochester, N. Y.

American Nursery Trade Directory

Listing the Nurserymen of the United States, Canada and Europe, with their addresses. Also the shipping laws regulating transportation of Nursery Stock in the Union and Canada, Federal Horticultural Board regulation regarding importations, statistical matter concerning the Nursery Business, and Horticultural Organizations, national, district and state. Alphabetically arranged. Indexed for ready reference

Published by
American Fruits Pub. Co., Inc.
39 State Street
ROCHESTER, N. Y.

**ORIGINAL AND ONLY EXCLUSIVE
NURSERY DIRECTORY PUBLISHED**

ADVERTISING RATES
Page, 2 1-2x6 inches - \$12.00
Half Page, 2 1-2x3 inches - 6.00
Quarter Page, 2 1-2x1 1-2 - 3.00

Issued Biennially with Supplement. 1917-1918 Edition Now Ready
PRICE: POSTPAID ONE DOLLAR

After experience with other lists of Nurserymen, anyone in the trade or allied interests will welcome a comprehensive Directory of the Nursery business, based upon official sources and brought down to date. This is the only exclusive Nursery Directory published. Besides its authentic lists of names of Nurserymen of the United States, Canada and Europe, and the shipping laws of every state, it gives valuable horticultural statistics and trade information.

American Fruits Publishing Company, Inc.

39 State Street

ROCHESTER, N. Y., U. S. A.